

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Prohibition & Excise Department – Constitution of an Officers' Committee – to take up a special campaign to propagate the policy of Prohibition and to educate the people on ill-effects of alcohol consumption - Orders – Issued.

REVENUE (EX.II) DEPARTMENT

G.O.Ms. No. 674

Dated: 23-06-2011

Read the following:-

- 1.GO Ms.No.1078 Rev. (Ex. II) Dept. dt. 07-08-2007
- 2.From the CPE Cr.No.CPE Peshi/2011'dt.30-04-2011

ORDER:

Government have decided to take up an awareness campaign through out the State to propagate the policy of prohibition and to educate the masses on the ill effects of alcohol consumption.

2. In order to implement the programme effectively, Government hereby constitute a Committee with the following officers:

- 1) Commissioner, Information and Public Relations, Hyderabad.
- 2) Commissioner of Prohibition & Excise. A.P. Hyderabad (Convenor)
- 3) Principal Secretary/ Secretary, Finance.

3. The Committee will select a professional agency, through competitive tender process, for designing the campaign strategy and developing the campaign materials. It will also monitor/review the implementation of the campaign programme from time to time and submit periodic reports to the Government every quarter. The effectiveness of the campaign in achieving the assured objectives shall also be evaluated later through an independent survey

4. The Commissioner of Prohibition & Excise. A.P. Hyderabad is requested to take necessary follow up action in the matter and report to Government regarding the item wise expenditure estimated to be incurred for undertaking the special campaign so as to consider according administrative sanction for the same.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**ASUTOSH MISHRA,
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Commissioner of Prohibition and Excise, A.P. Hyderabad.

The Commissioner, Information and Public Relations, Hyderabad.

The Principal Secretary Finance

Copy to :

The Spl.C.S.to Hon'ble C.M

The PS to Minister (Excise & Prohibition)

The PS to Chief Secretary to Govt.,

The PS to Prl.Secretary to Govt., Revenue Dept.

The PS to Prl. Secretary to Govt., Home Dept.

The PS to Secretary to Govt., Law Dept.

SF/SCs.

// FORWARDED:: BY ORDER//

SECTION OFFICER